

Substance Abuse Prevention

Environmental Prevention Needs Assessment Workbook SFY2014



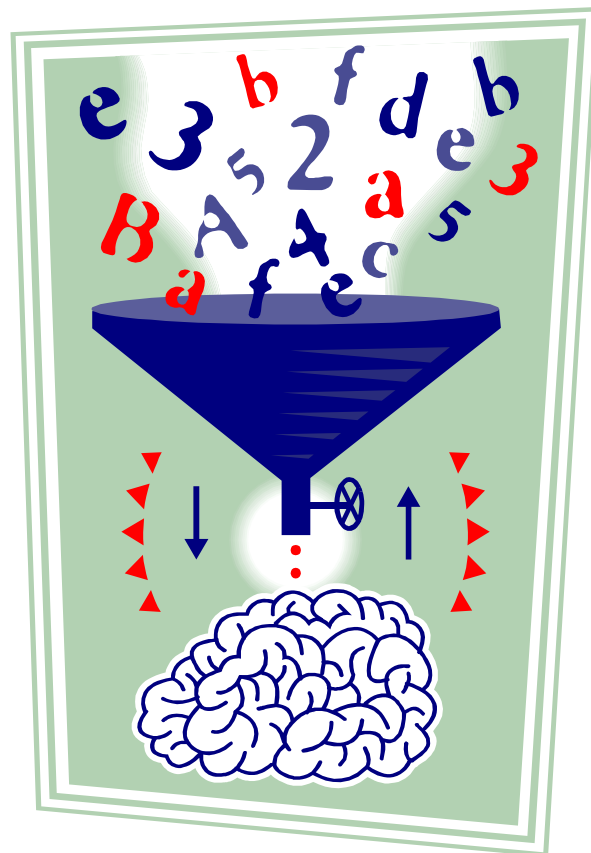
Part 3 Analysis & Recommendations

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Problems



Task One:
Explore Consequence and Consumption Data in Your Community
in Order to Identify What Problems are of Greatest Concern

CONSEQUENCES – PART 3

Alcohol-related consequences are defined as the social, economic and health problems associated with binge drinking. This first section looks at the alcohol-related motor vehicle crash data and will help you understand the impact or consequence this has on your community. While it is recognized that not all communities will experience exactly the same impact, the consequence this project is focused on reducing is motor vehicle crashes.

Motor Vehicle Crashes

One of the major consequences of drinking alcohol is motor vehicle crashes resulting in injury and death. Drinking and driving have significant negative consequences for Montana's population. Your task will be to use the motor vehicle crash information for your community, rate the data and compare it with the state data using Workbook Part 1 - Tables 2 through 4.

QUESTION 1 Motor Vehicle Crashes

Based on Tables 2 through 4 and any other local data, how do alcohol-related motor vehicle crashes in your community compare to alcohol-related motor vehicle crashes across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

According to Table 2, the Yellowstone County Data is about the same as Montana data. In 2008, the state average for alcohol related crashes and injuries when compared to Yellowstone County was 1:1, then over the next few years Yellowstone County bumped up slightly higher than the state. In 2009, Yellowstone County had a rate of 148 per 100,000 people and Montana had a rate of 138 per 100,000 people. This rate comparison was steady until 2012, when Yellowstone County jumped to 151 per 100,000 and Montana was 120 per 100,000. Overall, Yellowstone County went from 242 crashes in 2008 to 209 crashes in 2012. A change of 13%. The state saw about a 12% overall decrease.

In Yellowstone County from 2008 to 2012, the average of Yellowstone County's alcohol related crashes with fatalities was **six** times the state average. This is substantial and can most likely be contributed to the urban setting of Yellowstone County and the many miles of highways connecting the county. Yellowstone County has the highest population in the state and has two colleges. There are large alcohol related community events that draw thousands from rural Montana and Wyoming. These citizens often drink and then drive either I-90 or I-94 home.

Yellowstone County also has more alcohol related fatalities involving Native Americans than the state average. From 2007 to 2009, a third of the state's alcohol related fatalities involving Native Americans were in Yellowstone County. This can most likely be contributed to the fact that Yellowstone County is neighbored by the Crow Indian Reservation. Many Crow Natives seek medical treatment and go shopping in Billings.

Underage Drinking and Driving

QUESTION 2 Underage Drinking and Driving

Based on Tables 5 through 7 and your community's own local data, how does underage drinking and driving in your community compare to drinking and driving across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

The problem is about the same. In 2008, Yellowstone County students were right at the state average for all grades. In 2010, Yellowstone County saw a decrease in 10th and 12th graders drinking and driving, falling below the state average by 3%. In 2012, most significantly was the drop in 8th graders, with Yellowstone County at half the rate of Montana. It is also important to note that both county and state data for 12th graders dropped by roughly 10% from 2008 to 2012. Overall, the differences in averages for all grades for all years was never more than 2%.

According to the ACHA college data from MSU- Billings, 25% of college students reported drinking and driving. This is much higher than the 17.2% of high school seniors. So, Yellowstone County is seeing an increase in drinking and driving from high school to college. Although the city of Billings passed a Social Host Ordinance, youth are still gaining access to alcohol and driving after alcohol consumption.

In Montana, Native Americans are more likely to drink on the reservations and in urban areas than the average of all Montanans. There was a decrease in 30 day alcohol use from 2007 to 2013 for both Native Americans and Montanans.

High School Students Riding in Car Driving by Someone Who Has Been Drinking

QUESTION 3 High School Students riding in a Car Driven by Someone Who Has Been Drinking

Based on Tables 8 through 10 and your community's own local data, how does high school students riding in a car driven by someone who has been drinking in your community compare students riding in a car driven by someone who has been drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

The overall averages from 2008 to 2012, Yellowstone County is slightly less than the state average, but only by 1 to 3%. There is an overall decrease in Yellowstone County students riding in a car with a drunk driver. In 2008, the percentage of 8th graders was 28.6. That decreased to 26.3 in 2010 and finally to 21.7 in 2012. Seven percent decrease is not the highest though, with the percentage of Yellowstone 12th graders going from 36.3% in 2008 to 26.5% in 2012. A 10% decrease over 4 years is substantial, as is 11%, which is what the Montana percentage dropped from 2008 to 2012 for 12th graders. This could be in large part due to the age of the students and the publicity surrounding the DUI culture in Montana. Education, Social

Media Campaigns, availability of cell phones to call for a sober driver has obviously made an impact on the choices our youth are making.

Montana is below the average of Native American teens riding in a car driven by someone who has been drinking. The data shows that over 4 years, there was only a decrease of 4% in Montana compared to 7.5% for urban areas and 10% on reservations. This could be due to the population and overall rural nature of the state. Montana averages are always below the Native American averages, but they are decreasing at a faster rate.

Final Consequence Question

QUESTION 4

Based on all of the consequence data analyzed here and your answers to Questions 1 through 3, how is motor vehicle crashes, underage drinking and driving, and high school students riding in vehicles driven by driver who had been drinking impacting your community? Explain the rationale for your response.

Overall, Yellowstone County has seen decreases in all areas. The county is going in the right direction. From 2008 to 2012, Yellowstone County saw a 13% decrease in DUI Crashes and DUI fatalities went from 9.71 per 100,000 down to 6.53 per 100,000. In 2008, the Roots of Promise Coalition in connection with the Billings Police Department, Yellowstone County Sheriff's Office and Laurel Police Department formed the Multi-jurisdictional Alcohol Enforcement Team. This highly organized team performed compliance checks quarterly and also taught RBSS classes. They were advocates for the passing of the Social Host Ordinance and were instrumental in convincing the city it needed a Traffic Enforcement Team. Billings was also pegged as a "high crash corridor" by the Montana Department of Transportation and now is frequented by the Highway Patrol's STET team. The DUI Task Force sponsors multiple DUI patrols and is behind numerous public service announcements. These coalitions and officers obviously saw a need to enact these prevention measures. The results speak for themselves. The leg work has been done on most of these projects, and now the work needs to continue.

When looking at student data, most of the time the larger trends seem to come from the older students. Yellowstone County saw a 10% decrease in high school seniors drinking and driving from 2008 to 2012 and saw a 6% decrease in 12th graders riding in a car driven by someone who had been drinking. Looking closer at the data, there is still a huge jump from 10th grade to 12th in drinking and driving. A double digit increase for every year studied. Looking at the data, there is a decrease, but it shows where the work needs to continue and what Yellowstone County specifically need to target, which is 10th grade students.

CONSUMPTION – PART 3

This section looks at consumption data and will help you identify which alcohol-related consumption problems are greatest in your community. Consumption data includes binge drinking, underage drinking and driving, and high school students riding in cars driven by

someone drinking. While it is recognized that not all communities will experience exactly the same problems the specific focus will be binge drinking.

Underage Binge Drinking

QUESTION 5 Underage Binge Drinking

Based on Tables 11 through 14 and your community's own local data, how does underage binge drinking in your community compare to underage binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Binge drinking in Yellowstone County is reportedly a smaller problem than the state of Montana, but not by much. In 2008, for all races in Yellowstone County, the average percentage was 23.5 for all grades and 24.5 for Montana. This seems to be the trend for 2010 and 2012 as well, with the gap growing, with Montana data still reporting higher than Yellowstone County, but only by 2 to 3% points. This seems to be the trend with most data so far. Yellowstone County has the largest population in the state and has a very urban area. Its data is very similar to the state, but usually always just a few percentage points less. Looking at table 12, Yellowstone County saw an average rate go from 30% in 2008 down considerably to 8.7% in 2010 and up to 14.2 in 2012. A 50% decrease from 2008 to 2012 is an improvement.

American Indians in Montana also have higher rates of Binge Drinking in both urban areas and on reservations than the state averages.

Adult Binge Drinking

QUESTION 6 Adult Binge Drinking

Based on Tables 15 and 16 and your community's own local data, how does adult binge drinking in your community compare to adult binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Currently there is no Yellowstone County Specific Data on Binge Drinking for Adults. However the BFRSS data has shown that each region of the state is pretty equal to overall state data. What is important to note, is that while we have seen decreases in all other areas mentioned so far, Adult Binge Drinking has increased. It went from 17.7% in 2008 to 21.8% in 2012, with it increasing every year. This is important to note in future prevention efforts. Why are the number of alcohol related crashes and fatalities and drinking and driving decreasing and binge drinking increasing? Most likely people are learning to use a designated driver or possibly utilizing public transportation when they have been drinking heavily.

Underage Drinking (30 Day Use for Alcohol)

QUESTION 7 Underage Drinking Based on Tables 17 through 19 and your community's own local data, how does underage drinking in your community compare to underage drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Again, Yellowstone County's underage drinking problem is about the same as the overall state, with just a few percentage points lower. In 2008, the data was extremely similar with underage drinking rates for Yellowstone County being 20.2%, 39% and 53.9%. The state's data for the same age groups was 21%, 41.2%, and 53.1%. The similar rates continues on in 2010 and 2012 with the averages for each being Yellowstone- 32%, Montana-35% on 2010 and Yellowstone- 33.7% and Montana 35.1%. Again, we see an overall decrease from 2008 to 2012, but just by a hair. Still, it is reported that approximately 50% of high school seniors in Yellowstone County have used alcohol within 30 days. According to a survey at MSU Billings, most college students get their alcohol from someone of legal age. This sparked the Be Your Own Bouncer (BYOB) campaign in Yellowstone County, which focuses on adults keeping their parties and social events 21 and older. This media campaign hopes to help in correlation with RBSS training and Billings' Social Host Ordinance in preventing underage drinkers from obtaining alcohol.

In Montana, Native Americans are more likely to drink on the reservations and in urban areas than the average of all Montanans. There was a decrease in 30 day alcohol use from 2007 to 2013 for both Native Americans and Montanans.

Prescription Drug Abuse by Youth (30 Day Use)

QUESTION 8 Prescription Drug Abuse

Based on Tables 20 and 22 and your community's own local data, how does the data about prescription drug abuse by youth in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

It is a larger problem, and by larger, Yellowstone County's rate of Prescription Drug Abuse is practically double that of the state. It is also important to note that there has been an increase in 10th and 12th graders over the past four years while 8th grade data in Yellowstone County has stayed the same. In 2012, 3.4% of 8th graders reported abusing prescription drugs compared to

1.8% for the Montana. The remaining data again shows us the abuse rate doubles as 8.8% of 10th graders abuse drugs compared to 3.8 at the state level, and with seniors, 9% in Yellowstone County and 5% in Montana.

This is most likely due to availability. There are many doctors and pharmacies in Billings and Yellowstone County, therefore, there is going to be a larger adult prescription drug problem. This often results in a larger student prescription drug problem as most college students report getting it from someone they know. (MSU-Billings student survey)

Final Consumption Question

QUESTION 9

Based on all of the consumption data analyzed here and your answers to Questions 5 through 8, how are underage drinking, binge drinking, and prescription drug abuse impacting your community? Explain the rationale for your response.

Yellowstone County has been impacted in these areas in a variety of ways. Having a large population, Yellowstone County has seen these problems like many other Montana communities, but as you can see, in everything but prescription drug abuse, we are consistently slightly lower than the state average. This could be due to the public awareness through campaigns such as the Be Your Own Bouncer (BYOB) Campaign and the Social Host Ordinance.

That being said, there has been two areas with increases in use over the past four to five years and that is in Adult Binge Drinking and Prescription Drug Abuse. It is necessary to look at future prevention efforts targeting these two areas in Yellowstone County.

RISK FACTORS - PART 3

Perception of Parental Disapproval/Attitude

QUESTION 10 Parental Attitudes and Disapproval

Based on Table 23 and your community's own local data, how does the data about parental attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In Table 23, Yellowstone County's problem is very similar to that of Montana's. Looking at the data for 2008, 2010, and 2012, Yellowstone County has slightly more positive data, in that only

1% more of students thought their parents perceived Alcohol/ Drug use negatively. In 2012, Yellowstone student data was at 92.2, 86.4, and 69.2. Compared to the Montana data of 90.9, 84.1, and 70.4, it is about the same. It is important to note, these numbers stayed the same throughout all three data years, increasing slightly by about 3%.

Perception of Peer Disapproval/Attitude

QUESTION 11 Peer Attitudes and Disapproval

Based on Table 24 and your community's own local data, how does the data about peer attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In Table 24, Yellowstone County and Montana data differ in that except for 2010, student averages were higher in Yellowstone County for Peer Disapproval of use. This is positive for the county, but the data is inconsistent so it is hard to draw any definitive conclusions. While the data shows Yellowstone County positively for 2008, it shows the state and Yellowstone practically tied in 2010 and a slight bump over the state in 2012 by 4%. It is important to note that as the years go on, more students perceive peer disapproval of use.

Perceived Risk/Harm of Use

QUESTION 12 Perceived Risk/Harm of Use

Based on Tables 26 through 30 and your community's own local data, how does the data about perceived risk/harm of use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Yellowstone County has a bigger problem than the state overall in Perceived Risk/ Harm. The numbers are consistently worse for Yellowstone County. Fifty percent less students talked to their parents about drugs in Yellowstone County in 2012 than in Montana. In 2012, only 68.4% of students in Yellowstone County believed it was wrong to drink alcohol compared to 71.6% at the state level.

When looking at percentage of students who believe it is cool to drink alcohol regularly, Yellowstone County and Montana were about the same every year by all ages except for 2010, when 68.8% of 8th graders believed it was cool, and only 12.8% of Montana students.

In Table 28, the data for Yellowstone County is similar to that of Montana, with averages only varying 3-6% on students who perceive risk of harm if having 1-2 drinks every day. It is

important to note there is not a substantial increase from 2008 to 2012 overall, only 2% over 4 years.

Table 29 is similar to others with student averages between Yellowstone and Montana varying only 2 to 6% from 2008 to 2012. It seems that Yellowstone 8th graders perceive that 5 or more alcoholic drinks every weekend was more harmful than 8th graders across the state. This was true for all years. Again the data shows that 10th graders in Yellowstone County in 2010 had more negative data than the state, but these same students are right in line with the state average two years later as seniors, with percentages reported at 72.2 and 72.5 percent.

Table 30 shows that more students in Yellowstone County feel that their neighbors think it is wrong for students to drink alcohol than other Montana students. This was consistent for all years for all grades. While Yellowstone County had more positive statistics, the overall trend did not have positive results. The trend should have had a higher percentage of students perceiving their neighbors think it is wrong for students to drink. This also shows that kids believe that their neighbors find students drinking more socially acceptable.

Family Communication around Alcohol/Drug Use

QUESTION 13 Family Communications around Alcohol/Drug Use

Based on Table 25 and your community's own local data, how does the data about family communication around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

This is a much bigger problem in Yellowstone County than in Montana. For all three surveys, that data shows that less students are talking to their parents, with Yellowstone County portraying almost 20% less students talking to their parents about drugs and alcohol and almost 50% less students talked to their parents in Yellowstone County in 2012 than the state average, with 32.5% of Yellowstone students talking to their parents and 61.0% of Montana students. This is a huge cause for concern. It shows that only half of eight graders talk to their parents a quarter of seniors. This could be due to social norms and the acceptability of alcohol in Montana's culture. In a survey handed out to Yellowstone County citizens, it was found that citizens thought 38% of parents would only give their child a minor punishment if caught drinking. This could reflect how parents think it is ok for their child to drink and/or are not having conversations about it the risks. The data also shows that binge drinking is on the rise with adults, so therefore parents are not lecturing their kids, because they themselves have a drinking problem.

Alcohol Use is Causing Problems in Areas of Financial, Legal, Emotional, etc.

QUESTION 14 Alcohol is Causing Problems in Areas related to Financial, Legal, Emotional, etc.

Based on Table 31 and your community's own local data, how does the data about problems related to financial, legal, emotional, etc., around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In Yellowstone County, there are considerably less students who believe alcohol causes any financial, legal, or emotional problems. The question that remains is are students not seeing the effects of alcohol? Are their parents not discussing the risks and consequences? Is it being taught in the schools? It is worthy to note that only 1.8 % of 8th graders in 2012 in Yellowstone County believed that alcohol is causing problems. When looking at the statistics as a whole, it is interesting to note that while 49.2% of high school seniors have drank in the past 30 days, only 4.7 % believe it may result in financial, legal, and or emotional problems.

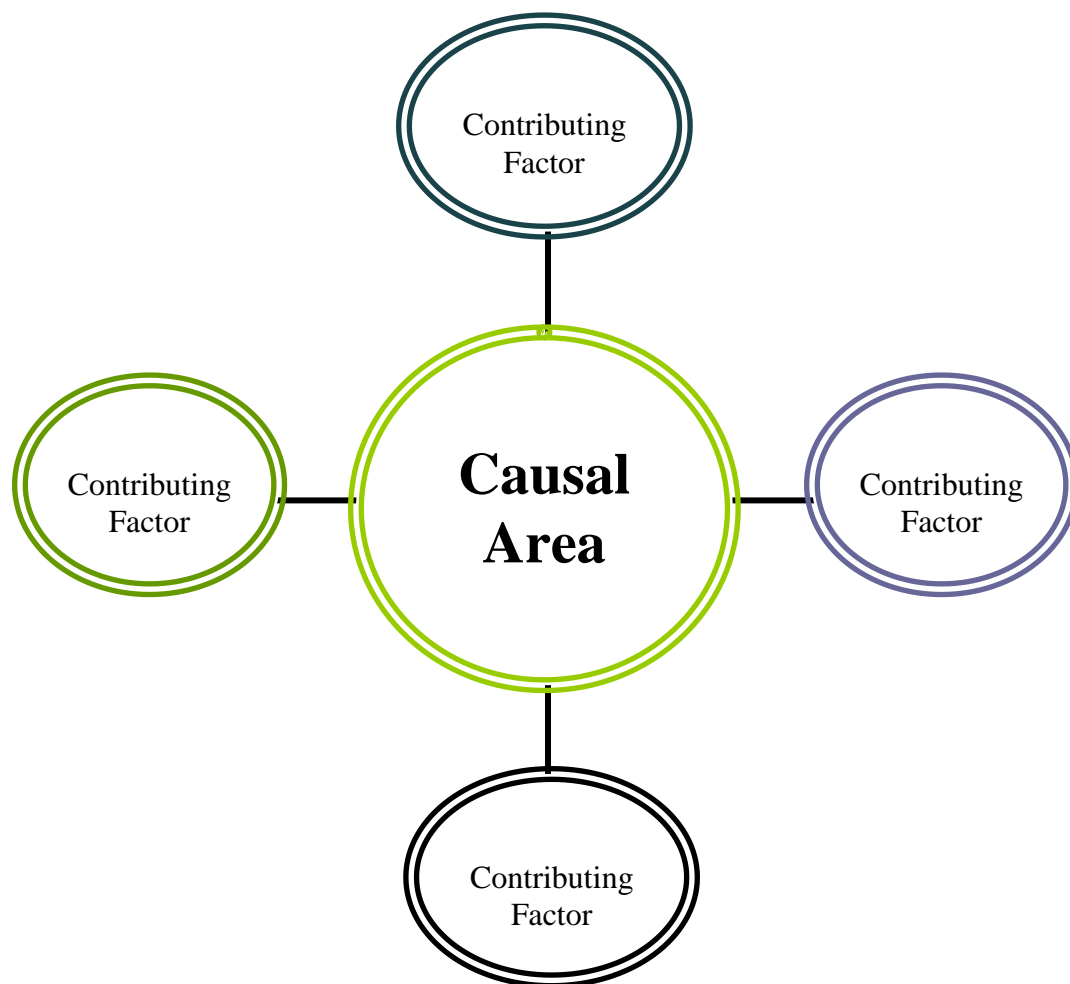
Final Risk Factors Question

QUESTION 15

Based on the risk data collected in questions 10 through 14, how is your community affected by the risk factors outlined above? Explain the rationale for your response.

Yellowstone County, while having numerous environmental prevention measures in place, is still at high risk for drug and alcohol use. Students are not talking to their parents about drug and alcohol use. Although the county teens seem to feel that it is riskier to drink 1-2 drinks per day and 5 drinks on a weekend than Montana teens, we are not seeing a huge increase in the number of teens that feel this way. It seems that it's just as socially acceptable in 2008 as in 2012 instead of much less acceptable. This is true for neighbors and parents, but fortunately, Yellowstone County is seeing kids notice that their peers are not as accepting of alcohol or drug use.

Causal Areas



Task Two:
Gather Data on Four Causal Areas

RETAIL AVAILABILITY – PART 3

Compliance Checks

The selling of alcohol to minors or to individuals who are intoxicated can contribute to the misuse of alcohol in your community. One measure of this is the failure of compliance checks by retail outlets. Collect the following data for your community. If compliance checks are conducted by more than one agency, it will be necessary to collect data from multiple law agencies in your community (Sheriff, Deputy, City Police, Tribal Law Enforcement, and Highway Patrol). In some counties, the DUI Task Force may have compliance check data available.

QUESTION 16 Compliance Checks

Based on Workbook Part 2 (Local Data) - Table 2-3 does the failure percent seem to be rising or staying the same. Discuss the impact this may be having on your community.

Table 2-3: Percentage of Liquor License Holders that Failed a Compliance Check

Year	Number of Retailers Checked	Number Failed	Failure Percent
2008	245	42	17%
2009	302	64	21%
2010	91	4	4%
2011	159	19	12%
2012	320	41	13%
2008-2012	1117	170	15%

The failure rate is falling. This is due to a highly effective and active multi-jurisdictional alcohol enforcement team that is very good about conducting monthly to quarterly compliance checks/shoulder taps. It is also important to note these same officers teach the RBSS classes and give insight to servers about compliance checks and the importance of checking for ID's and not overs serving.

QUESTION 17 Compliance Checks

If your community does not do compliance checks, does them infrequently, or if residents have no knowledge of the results of compliance checks, how might this affect binge drinking and drinking & driving in your community? Please the rationale for your response.

The community does them monthly.

Alcohol Seller/Server Training

QUESTION 18 Alcohol Merchant Retail Sales Training

Discuss the trends shown in Workbook Part 2 (Local Data) - Table 2-4. How does the number of Alcohol Merchant Retail Sales Trainings and number of people trained vary over time? Is this trend consistent with the relative growth rate of alcohol licenses and the turn-over rate of alcohol servers in your community? Discuss the implications of this trend for binge drinking and drinking and driving in our community.

Table 2-4: Number of RBSS Trainings Held Including Number of People Trained

Year	Number of Trainings Held	Number of People Trained
2008	2	58
2009	9	211
2010	14	166
2011	36	1,535
2012	50	1,096
2008-2012	111	3066

Since 2008, Yellowstone County's "Let's Control It" classes have grown exponentially. While this may be due to the passing of the state law making it mandatory to be trained as a server, the increase is still quite positive. In 2008, there were 2 trainings with 58 servers trained. In 2012, there were 50 trainings with almost 1,100 people trained. This does not include other approved trainings such as online or TIPS. So, while we cannot get an exact number of servers trained, these numbers are positive. Yellowstone County has seen less alcohol related crashes over this time and less fatalities.

QUESTION 19 Alcohol Merchant Retail Sales Training

If your community does not hold RBSS trainings, how might this affect binge drinking and drinking and driving in your community?

Trainings are held monthly in Yellowstone County.

Retail Availability Questions

QUESTION 20

Based on information gathered about liquor licenses Workbook Part 1 - Table 32, alcohol compliance checks, Alcohol Merchant Retail Sales Trainings and other local data, what are there retail-availability problems that might contribute to binge drinking and drinking and driving and their consequences in your community? Explain the rationale for your response.

When comparing Yellowstone County to other counties in Montana, there is not an overabundance of liquor establishments for its population. It ranks second lowest in the state per capita. This combined with monthly compliance checks and RBSS trainings could be a major contributor to why the drinking and driving crashes and fatalities have decreased. That being said, Yellowstone County has many social events that draw crowds in the thousands. These events such as rodeos, concert, and sporting events are often centered around alcohol. This could be a factor in why binge drinking is on the rise and why Yellowstone County still has a high rate for drinking and driving crashes and fatalities than the state average.

QUESTION 21

Based on the above considerations, to what degree do you believe retail availability is impacting the binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact										Major impact
0	1	2	3	4	X	6	7	8	9	10

It was ranked at a 5. According to the Alcohol Enforcement Team and different officers from Billings PD and the Montana Highway Patrol, they do not see the complaints anymore about serving to minors or over serving compared to the past. There are monthly RBSS trainings and compliance check failure rate in Yellowstone County is at 13%. However, retail availability seems to be more of an issue at large community events, not individual establishments. It is the opinion of some officers that servers don't take the time to properly card at large events and they do not personally see who is consuming the alcohol. Someone may go to the beer

garden and buy four beers. The server may assume he is buying these beers for himself and a buddy, when realistically, he could drink them all himself. Over service seems to be a large problem at large events.

CRIMINAL JUSTICE – PART 3

QUESTION 22 Conviction Rates

Based on Table 2-5, discuss the impact the conviction rate may be having on your community.

Crime	Number of Filings	Number Dismissed	Number Plead Down to Lesser Charge	Number Found Guilty	Conviction Percent
Minor in Possession (MIP)	169	12	12	145	85.7%
Multiple MIP	72	6	0	66	91.6%
DUI	311	42	27	233	74.9%
Multiple DUI	43	4	4	33	76.7%
Open Container (Vehicle)	69	13	10	42	60.8%
Other					
Total	664	77	53	519	78.1%

Conviction rates in Yellowstone County average out to receiving a conviction 78.1% of the time in 2012. With a conviction rate of almost 80%, this contributes to the decrease in alcohol related crashes and alcohol related fatalities. A higher conviction rate often is a deterrent for drinking and driving with individuals aware of the harsh consequences.

QUESTION 23

Based on Workbook Part 2 Table 2-6, identify any specific type of crime that has a conviction or dismissal rate noticeably different than others.

As shown above, the DUI rate does have a noticeably higher dismissal rate and lower conviction percentage when compared to other citation data.

Key Informant Interviews with Law Enforcement

As part of this environmental assessment you will need to conduct interviews of key law enforcement officers. If your jurisdiction is served by both a police department and a sheriff's department you are encouraged to do an interview with both the Chief of Police and the Sheriff but consider what interviews would be the most appropriate and informative for your community. Other law enforcement to consider includes Tribal Law Enforcement, Highway Patrol, Code Enforcement, Fish and Game or Forest Service.

QUESTION 24 Key Law Enforcement Interviews

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies pursuing to address binge drinking and drinking and driving in your community?

There are saturated over-time patrols on major drinking holidays/events that are being funded by the DUI Task Force. Officers are also furthering their DUI processing skills and becoming ARIDE certified. The Alcohol enforcement team also conducts safety spot checks and heavily enforces the Social Host Ordinance on a no tolerance level. The Billings PD has a special traffic enforcement unit that also patrols during known DUI hours.

QUESTION 25 Key Law Enforcement Interviews

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies NOT pursuing to address binge drinking and drinking and driving in your community? What appears to be the primary reasons they are not pursuing identified efforts?

Both departments would like to increase the number of safety spot checks and saturated patrols, but funding is always an issue. Both the Sheriff and PD fully support all anti- DUI efforts. It was mentioned that the laws need to be changed so DUI's become a criminal offense and not a traffic offense from the beginning.

Use of Local Ordinances

QUESTION 26 Use of Local Ordinances

Based on Workbook Part 2 (Local Data) - Table 2-7, discuss the application or enforcement of each ordinance that exists in your community. Is the ordinance applied consistently? Is use of the ordinance visible to the community? Does law enforcement view it as a useful tool in addressing alcohol-related problems?

The city of Billings has a no tolerance Social Host ordinance and also regulates open container and where and when alcohol can be served. However, there are no ordinances in the county. The sheriff's office is also not as highly staffed as the PD, so many youth are partying in the county instead of within city limits. The police department has seen a decrease in the number of underage drinking parties since the ordinance went into effect.

QUESTION 27 Use of Local Ordinances

Are there ordinances which do not exist in your community but which may be especially effective in addressing your binge drinking or drinking and driving in your community? If so, which ones, and why?

A social host ordinance within the county. This could potentially stop minors who choose to have parties outside city limits.

Other Local Data: Criminal Justice

Feel free to consider other local data that will help you better understand how and to what extent criminal justice issues in your community may contribute to binge drinking and its consequences in your community. For example, you may have information on a local DUI Taskforce that exists and its activity level. You may be able to assess information from your local drug courts. If you have other local data, describe the results here.

Criminal Justice Questions

QUESTION 28

Based on information gathered from alcohol conviction rates, use of local ordinances, key law enforcement interviews and other local data, how might the local criminal justice system be contributing to binge drinking and its consequences in your community? Provide the rationale for your response.

When looking over all the data, a large contributing factor to the DUI problem in Yellowstone County is that after a conviction, offenders do not receive the appropriate sentence. Most of the jail time is always suspended. They need to serve the jail/prison sentence in full. There are bigger issues at hand such as jail crowding and precedence, but if a DUI offender is sentenced to 1 year in jail, he/she needs to serve the one year, not just three days because the rest was suspended. If people had to actually serve the time they were sentenced to, it might act more as a deterrent.

QUESTION 29

Based on the considerations in Question 21, to what degree do you believe the concerns around criminal justice are contributing to binge drinking and its consequences in your community? Place an "X" on the scale below. Provide the rationale for your response.

No impact										Major impact
0	1	2	X	4	5	6	7	8	9	10

3, Because Law Enforcement is currently doing a lot to combat the issues of binge drinking. They are teaching servers to not over serve and are enforcing the Social Host ordinance. They are also patrolling social events conducting Shoulder Taps and have saturated patrols around high DUI events and times.

SOCIAL AVAILABILITY – PART 3

Social availability includes the obtaining of alcohol from friends, associates and family members, but it also refers to the availability of alcohol at gatherings such as parties and other social events where the alcohol is provided as part of the event.

QUESTION 30 Prevention Needs Assessment

Based on Tables 35 and 36, how does student perception of being caught for drinking in your community compare to the perception across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In Yellowstone County, more students are believing they would get caught by their parents than the police. Compared to state averages, about the same amount of students in Yellowstone County thought they would get caught by their parents as the state average. However, more Yellowstone County students felt they would be caught by Police than the state average. This can be contributed to a large and proactive police department. There was an overall increase in the amount of students who felt like they would be caught by police from 2008 to 2012, but no increase in those who felt their parents would catch them.

Social Availability Questions

QUESTION 31

Based on information gathered from law enforcement interviews, public opinion surveys, the Prevention Needs Assessment, and other local data what are the concerns around social availability that might contribute to binge drinking, drinking and driving, and respective consequences in your community? Provide the rationale for your response.

Through an opinion survey distributed to the public, 48% of respondents felt that alcohol was easy for youth to access at community events. A survey done at MSU-Billings reported that most youth get their alcohol from someone they know who is 21. This led to the enactment of the BYOB campaign. The Alcohol Enforcement Team has seen a large increase in citations from “shoulder taps” at community events. Social availability is a problem in Yellowstone County. At these community events, servers are not carding youth and are not watching to make sure people are drinking their own beer and not giving it to someone else. Servers also cannot always see how much people are drinking, contributing to binge drinking. Then these people

get in their cars and drive drunk the 100 miles home. This is directly correlated to the drinking and driving statistics.

QUESTION 32

Based on these considerations, to what degree do you believe social availability is impacting binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Provide the rationale for your response.

No impact									Major impact	
0	1	2	3	4	5	6	7	8	X	10

9, Social Availability is a huge contributor to binge drinking and drinking and driving in Yellowstone County. These large events are hard to police and older adults are buying alcohol or the youth. With crackdowns on compliance checks and increased server training, 50% of seniors have drank in the past 30 days. So, one can deduct if retail availability is not the problem, it is possibly social availability.

PROMOTION – PART 3

Promotion refers to attempts by alcohol retailers and the alcohol industry to increase demand through the marketing of their products. Once again, this will require some original data collection to acquire a sense of the depth and potential impact of various marketing tactics surrounding alcohol in your community.

Advertising

QUESTION 33 Advertising

Based on the data you collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, is the overall level of alcohol advertising in your community excessive? Provide the rationale for your response.

For the county of its size, Yellowstone County ranks 55th in the number of bars per capita. But there are a lot of advertisements for the bar. Advertising is huge in that many retail outlets have numerous signs and they are always on the main streets. There is a city ordinance in place that mandates where alcohol advertising can take place, i.e. not around schools. Local sponsorship is a big deal at community events. There are Coors and Budweiser banners and ads everywhere. On billboards and on buildings, 20% of the advertising on two major streets in Billings advertised alcohol. This leads to the social acceptability of alcohol.

QUESTION 34 Advertising

Based on the data collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, how might the magnitude of alcohol advertising in your community be impacting binge drinking and drinking and driving and its consequences?

The citizens and youth are bombarded with alcohol advertising in Yellowstone County. When alcohol is advertised, it encourages consumption. When you add that to social availability, it can increase the rates of binge drinking and drinking and driving.

QUESTION 35 Alcohol-Related News Articles

Based on the data collected regarding the number of news articles in contrast to the amount of advertising in local print media within your community, how do you think alcohol use is being portrayed? How do you think this is impacting binge drinking and drinking and driving in your community?

Alcohol use had been portrayed in the news with a negative connotation. The Billings Gazette and both news stations are very good about covering news centered on alcohol use. Most of the time it deals with the tragedy end; telling the story of a life lost from DUI's or the cost of a DUI. There really have been a push in Billings around portraying alcohol in a negative light. The DUI Task Force pays for multiple Public Service Announcements each year.

Promotion Questions

QUESTION 36

Based on information gathered from sponsorships, advertising and other local data, what are the concerns around promotion that might contribute to binge drinking and drinking and driving and the associated consequences in your community? Explain the rationale for your response.

Large events in Billings are often sponsored by alcohol companies or taverns. These events often draw many people to drink a lot and drive home. The promotion of such events adds to the socially acceptable culture in Yellowstone County. We know that advertising works, therefore it is successful in marketing to youth and marketing to adults who attend these events to drink.

QUESTION 37

Based on these considerations, to what degree do you believe promotion is impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact
0 1 2 3 4 5 **X** 7 8 9 Major impact
10

6. 20% of all advertising on two of Billings' main streets was alcohol related. Yellowstone County is an urban area, which means more real estate for billboards and advertising.

SCHOOL POLICIES – PART 3**QUESTION 38**

Based on information gathered from your school districts, what are the concerns around how those policies contribute to either the underage substance use or reduce underage substance abuse and the associated consequences in your community? Explain the rationale for your response.

In Yellowstone County, School District 2 feels like social availability plays a large part in student use. They find that education and school policies only go so far and that parents need to play more of a role at home. The punishment of bringing alcohol or drugs to school varies from suspension to being expelled. Parents are still rewarding athletes for "winning" games. A school can educate and provide guidance for healthy choices, but a lot has to do with the students' home life. It helps to have a school resource officer who can encourage a healthy relationship between youth and law enforcement.

QUESTION 39

Based on these considerations, to what degree do you believe your school district's policies and programs in your community are impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact
0 1 2 3 **X** 5 6 7 8 9 Major impact
10

4. Schools are working hard to get the message out about the effects of drugs and alcohol. It helps if there is a parent component and if there is follow up with ATOD Education and Prevention programs. But, there needs to be follow through and with current state and federal educational standards, it is often hard to fund these programs and hard to fit them in.

MEDICAL FIELD INFORMATION – PART 3

QUESTION 40

Based on information gathered from local hospitals, pharmacies, and prescribers, what are the concerns around prescription drug abuse in your area? Explain the rationale for your response.

Doing these surveys, the statistic/ comment that stuck out the most was that for a filling and dispensing pharmacist, 50% of the opioid prescriptions appear to be for legitimate reasons treating pain and the other 50% are for treating the addiction. Also, it was mentioned and confirmed that by a second interview that hydrocodone is not a Schedule 2 Drug; therefore there is less paperwork and DEA involvement. It is easy to prescribe and is prescribed too often.

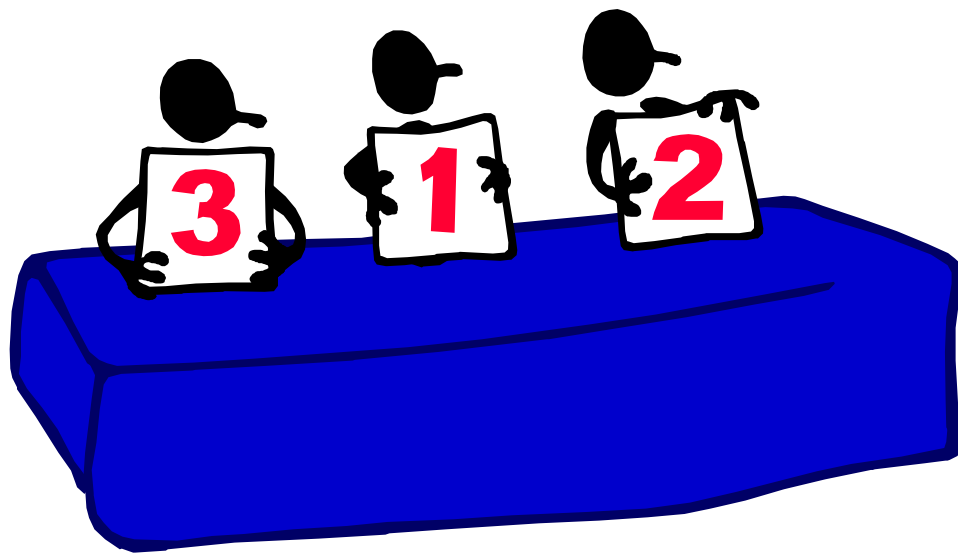
QUESTION 41

Based on these considerations, to what degree do you believe the medical field data you collect is impacting prescription drug abuse and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact									Major impact	
0	1	2	3	4	5	6	7	8	X	10

9. These prescriptions are initially obtained by legal means. If a person sells their prescription, that is illegal, but they most likely initially obtained their prescription by seeing a doctor and getting it filled. Doctors need to be more aware of whom they are prescribing for and the amount they are prescribing for. Local Pharmacists feel that 50% of the opioid pain medication they fill prescriptions for is purely treating an addiction.

Prioritization



Task Three:

Rank the Four Causal Areas from the Greatest Contributor to Your Community's Problems to the Smallest Contributor

Prioritizing

The next stage involves prioritizing the causal areas. The first step is achieved by placing the appropriate scores from Questions 14, 22, 25, and 29 next to its related causal area. Based on the scores, rank each causal area with 1 being the highest priority and 4 the lowest. In the case of a tie, decide which area is of higher priority for your community in relation to binge drinking, drinking and driving, and motor vehicle crashes. After having completed the ranking, explain the rationale for your rankings on the next page.

The prioritization will be the basis of for determining which combination of environmental prevention policies, practices and programs are strategically best for your community.

Score Rank Causal Area

5	4	Retail Availability
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3	6	Criminal Justice
---	---	------------------

9	1	Social Availability
---	---	---------------------

6	3	Promotion
---	---	-----------

3	5	School Policies
---	---	-----------------

9	2	Prescription Drugs
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QUESTION 42

Provide the rationale for your rankings of the causal factors.

Social Availability is the biggest issue that needs to be addressed in Yellowstone County. Prevention efforts need to work on keeping parties and events 21 and older and discuss the amount of beers/drinks that can be sold at community events at one time. It is the biggest hurdle to cross. Prevention efforts have made headway with the BYOB campaign and Social Host Ordinance but Yellowstone County needs to be looking at large social events such as rodeos and concerts and how the county can decrease the underage drinking and binge drinking.

Prescription Drug Abuse is second because it is a huge issue in Billings. More and more DUI's are now being charged with DUI of drug. Local law enforcement has seen a huge increase in the amount of crimes that deal with prescription drugs. Local pharmacists feel that prescription drug abuse is an epidemic in the community and more efforts need to be made to educate physicians on prescribing education.

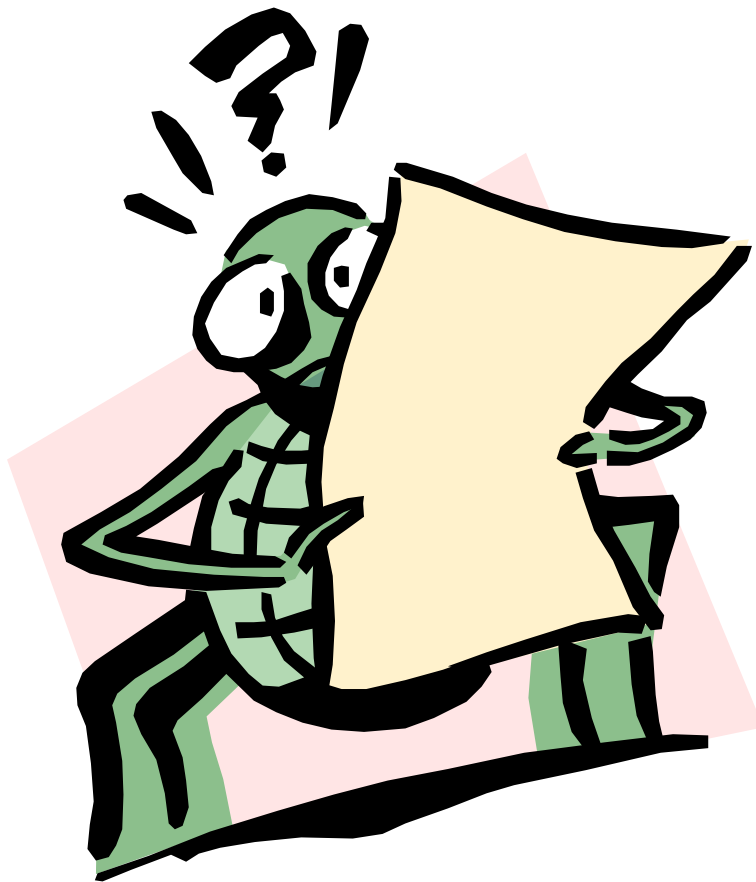
Promotion was third as 20% of all advertisements on two of Billings' busiest streets contained alcohol advertising. This is a lot, and when the community is bombarded with alcohol advertisements, it can lead to an acceptance of alcohol.

Retail Availability was fourth as some establishments are still over-serving patrons and selling to minors, which leads to more alcohol related crashes and crimes.

School Policies was fifth as the schools have alcohol policies in places, but with so many students and few resources available, it is often hard to enforce.

Law Enforcement was last because currently law enforcement is doing practically everything they can do to combat binge drinking and drinking and driving.

Final Question



Task Five:
Determine What Combination of Causal Areas
Your Community should Target

Your Final Conclusions

Now that you have considered the data surrounding your community's alcohol problems, as well as each causal area for these problems, you need to decide what to do. This decision will ultimately be part of your community's Strategic Plan and lead to very specific environmental evidence-based strategies for you to implement. For now, think about your data and especially your final rankings on page 66 as well as your resource assessment on page 69. Also, mull over the possible connections among the four causal areas. Would it be possible to target social availability without also targeting criminal justice/law enforcement? Will changes in retail availability necessarily require changes in the enforcement of policy? Now answer the following question.

Final Needs Assessment Question

QUESTION 43

It is very unlikely that your community can or needs to address every causal area to impact existing binge drinking and drinking and driving problems. What combination of causal areas is most likely to produce changes in the environment which currently exists within your community? What specific causal factors will you target and why?

Social Availability and Prescription Drug Abuse. If prevention efforts can discourage promoting binge drinking at social events, this may be able to contribute to responsible drinking and less alcohol related events. The goal should be to change the social norms related to alcohol use and abuse. In Montana, alcohol is connected to everything from a hunting trip to winning a state tournament. Yellowstone County needs to change how large events encourage drinking. Currently, most beer gardens at community events allow each person to purchase up to four beers each and they can be consumed outside the beer garden. If new laws regulate that only one person can buy one beer at a rodeo, hopefully that person will not get drunk if he/she has to get up and go get a beer every 20 minutes. If he/she can only get one beer, he won't be able to give a tray of beer to the 18-20 year olds behind him. If Yellowstone County can promote that it is not okay to buy beer for minors, there will be a decrease in the amount of youth who have access to alcohol

Prescription drug abuse is also a huge problem that needs prevention efforts in Yellowstone County. More data needs to be collected on the availability of prescription drug medications. Because prescription drugs are obtained from a doctor's prescription, more needs to be done to educate physicians on prescribing guidelines and parent education on keeping medicine cabinets safe.